satisfação aos beneficiários de planos de saúde. Os dados obtidos na NIP são utilizados para monitoramento da garantia de atendimento e acesso às coberturas obrigatórias, que podem gerar a suspensão de comercialização dos planos identificados com falhas assistencias, bem como instauração de regimes especiais de recuperação pela ANS.

PHP59
CONSTRUCCIÓN DE UN MODELO DE PRIORIZACIÓN APLICABLE A LATINOAMÉRICA – EL CASO DE COLOMBIA
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OBJECTIVOS: Los sistemas de salud deben enfrentar el desafío de hacer uso eficiente de recursos limitados ante necesidades crecientes de salud. Colombia no ha sido ajena a éste desafío. El Ministerio de Salud ha entendido la importancia de articular un sistema de salud que incorpore un sistema de priorización del gasto sistemático, transparente y legítimo. En el marco de lo anterior, fue creado el "Instituto de Evaluación Tecnológica en Salud (IETS)", que tiene como objetivo proporcionar recomendaciones sobre tecnologías en salud y mejores prácticas, basadas en evidencia, para el gobierno nacional y demás actores, como insumo para la toma de decisiones. En este proceso, uno de los primeros pasos es diseñar un proceso para la priorización y selección de tecnologías a evaluar. **METODOLOGÍAS:** A partir de una revisión de diferentes metodologías de priorización, se propuso un mecanismo de análisis de decisión de múltiples criterios, que fue discutido en panel de expertos del gobierno y otros actores. Se realizó un piloto de priorización que permitió detectar los principales riesgos y desafíos en cada etapa del proceso. A partir de la discusión, construcción colectiva y experiencia del piloto, se seleccionaron, definieron y ponderaron los criterios de priorización, y se diseñaron las diferentes etapas e instrumentos para llevar a cabo el proceso. **RESULTADOS:** Los criterios seleccionados fueron la gravedad de la enfermedad, la población afectada, el costo de adquisición de la tecnología, la atención a grupos vulnerables, el interés de salud pública y la solicitud de la ciudadanía. **CONCLUSIONES:** Emplear criterios explícitos facilita que la priorización sea un proceso legítimo y transparente. La propuesta permitirá al Ministerio de Salud, como líder del proceso con el concurso de otros actores, contar con herramientas para priorizar y seleccionar tecnologías para evaluación. La experiencia colombiana dará herramientas metodológicas a otros países interesados en la construcción de este tipo de procesos.

PHP60
THE NOTIFICATION OF PRELIMINARY INVESTIGATION (NIP) OF THE FEDERAL REGULATORY AGENCY OF PRIVATE HEALTH AND INSURANCE AND PLANS (ANS): A TOOL TO FACILITATE THE ACCESS TO THE MANDATORY COVERAGE
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OBJECTIVES: To describe the instrument NIP (Notification of Preliminary Investigation) and it's role on solving conflicts related to the obligatory coverage access, between health plans and patients. **METHODS:** A critical analysis of the rule that created NIP (Regulatory Resolution nº 226/2010), established by The Federal Regulatory Agency for Private Health Insurance and Plans (ANS), was done to characterize the tool. **RESULTS:** The Notification of Preliminary Investigation (NIP) consists of a communication time to mediate the relationship between consumers and providers of health plans in cases of unauthorized procedures by the provider. NIP is an electronic process to solve the conflicts before a process that can lead to the punishment of the health plan provider. A contact is previously made to notify the health plan provider about the problem and it has five business days to answer it. This way, the health plan provider has the opportunity to solve the question without punishment and the beneficiaries can have a faster access to the procedure prescribed by the doctors. If the procedure doesn't have coverage according to the supplementary health rules (it is not listed on ANS Medical List of Procedures), the demand is filed. If the provider's answer is not enough to conclude the question, it's sent to the Inspection Department to a more detailed analysis before being finished. **CONCLUSIONS:** The NIP is a mediation instrument that can help ANS to solve the problems between beneficiaries and health plan providers, giving a fast answer to both interested actors of the process. It can be positive because sometimes the questions are solved without the provider punishment and the beneficiaries' injury. The conflict mediation by NIP can contribute to the change in the entities attitude and culture and can also promotes the interaction and the active participation of the actors involved.

PHP61
THE QUALITATIVE PROFILE OF THE COVERAGE COMPLAINTS MADE BY HEALTH PLAN USERS TO THE FEDERAL REGULATORY AGENCY FOR PRIVATE HEALTH INSURANCE AND PLANS (ANS)
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OBJECTIVES: To define the qualitative profile of the coverage complaints made by health plan users, to The Federal Regulatory Agency for Private Health Insurance and Plans (ANS). **METHODS:** A retrospective analysis of the Notification of Preliminary Investigation (NIP) registers in 2011 and in the first half of 2012 was performed. The data were extracted from Inspection System (SIF). The variables considered were: the subject of the coverage complaints (Medical List of Procedures, Time for Coverage Access, Managed Care, etc.), the date of the contract (before or after ANS regulation) and the type of the plan (individual/ family or collective). **RESULTS:** The study shows a change on predominant coverage subject: In 2011 43,5 % of the complaints were about " Medical List of Procedures". In 2012, the main subject was "Time for coverage access" (36,2% of he coverage complains)." It was possible to verify that, in both years considered, there was a prevalence of ANS regulated contracts of individual/familiar type (44.8% in 2011 and 47.7% in 2012). **CONCLUSIONS:** This study helped to know the qualitative profile of the coverage complaints in brazilian supplementary health. The increased number of complaints about "Time for coverage access" in 2012 may indicate that the services offered are not being enough to attend the users. The higher percentage of NIPs of individual/family plans, compared to collective ones, may be a reflection of a greater weakness in consumer-provider relationship in this type of contract.

PHP62
PODER POPULAR Y REGULACIÓN DEL PRECIO DE LOS MEDICAMENTOS EN VENEZUELA
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OBJECTIVOS: Explorar el rol del Poder Popular en el proceso de regulación del precio de los medicamentos en Venezuela, articulado por la Superintendencia Nacional de Costos y Precios (SUNDECOP) en conformidad con lo establecido en la Ley de Costos y Precios Justos y las Providencias Administrativas relacionadas. **METODOLOGÍAS:** Estudio exploratorio documental basado en la búsqueda y revisión de los artículos de prensa disponibles y publicados en la página Web oficial de la SUNDECOP. La búsqueda y recuperación de la información fue realizada el 10 de marzo de 2012. Se tomaron en cuenta para la revisión los artículos que incluían en su contenido las palabras: participación o poder popular y regulación del precio de medicamentos. **RESULTADOS:** Se identificaron 172 artículos noticiosos publicados desde 13 julio 2011 hasta 27 de febrero de 2013. Se revisaron 12 artículos de prensa que cumplían con el criterio de inclusión. El 50% de los artículos revisados resaltan la participación del Poder Popular en la definición de las políticas de precios y los criterios a tomar en cuenta por el Sistema Nacional Integrado de Costos y Precios para la fijación del precio de medicamentos, mientras que en 10 de los artículos se desprende el papel del Poder Popular como controlador social para vigilar el cumplimiento de la regulación una vez sea decretada por la SUNDECOP. **CONCLUSIONES:** Además de las eventuales acciones de inspección y fiscalización, el Poder Popular en Venezuela está aportando insumos a la SUNDECOP que serán incorporadas en el proceso de tomas de decisiones para fijar el precio a los medicamentos durante el año 2013. Se sugiere profundizar en un posterior estudio para conocer y analizar cómo y en qué medida esos aportes del Poder Popular están siendo incluidos en el análisis metodológico para establecer la definitiva regulación del precio de los medicamentos.

HEALTH CARE USE & POLICY STUDIES – Conceptual Papers

PHP63
NOVEL PRICING STRATEGIES TO SUPPORT SUSTAINABLE ACCESS TO MEDICINE IN LATIN AMERICA
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With lower returns from price pressures in developed markets, it is imperative for pharma companies to seek growth in emerging markets such as Latin America. Simultaneously, with rising incomes, a growing middle class in emerging markets is increasing demand for access to innovative medicine, especially in diseases such as oncology, CV and diabetes. Achieving commercial expansion as well as increasing access to innovative medicine in Latin America needs new pricing strategies and funding models. We discuss and evaluate alternative pricing strategies and funding models to support commercial expansion and increase access to innovative medicines in Latin American markets such as Brazil, Argentina, Mexico and Colombia. These include current industry strategies, equitable pricing strategies and strategies focused on local market conditions. We model the impact of these strategies on both specialty and primary care medicines. The modelling is based on insights and assumptions drawn from analogue analysis in pharmaceuticals and other industries. It is supplemented by interviews with industry experts in Latin American market strategies. For the modelling we assume current market and public and private insurance coverage structures. We find that in primary care medicines there is considerable opportunity for commercial and access gain through more differentiated pricing strategies. These strategies are more commercially (revenue and profit) optimal than current industry strategy. At the same time, they are also access optimal in terms of the eligible patients they provide access to. In the case of specialty medicines, differential pricing strategies can increase commercial potential, but there is a gap between commercially optimal and access optimal strategies. This gap can be bridged through increased financing for these medicines. Based on this analysis, we suggest a path forward in which pharmaceutical companies can collaborate with governments and other stakeholders to achieve increased access to innovative medicines in a commercially sustainable manner.

PHP64
ACCESS TO MEDICINES INDEX: MEASURING HOW WELL COUNTRIES PROVIDE ACCESS TO MEDICINES
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Developing countries are now following the steps of developed countries in implementing universal health coverage. Health care systems and policies differ across countries resulting in various levels of medicine access. To evaluate which systems and policies lead to better access, we need a measure to compare how well countries provide access to medicine for their populations. Using IMS proprietary data as well as public sources, our analysis proposes a Country Access to Medicines Index that compares and ranks countries on access to medicine outcomes across four pillars: medicine reimbursement coverage, time to reimbursement, medicine affordability and support for innovation. Medicine reimbursement coverage measures private or public insurance cover for a representative basket of medicines across major communicable and non-communicable diseases. It has three components: share of population covered, share of medicines covered and share of costs covered. The time to reimbursement pillar measures average time to reimbursement for the selected basket. The affordability pillar measures relative cost of medicine basket compared to the international average both in absolute terms and as a share of per capita GNI in each country. The innovation pillar measures local patents and investment in R&D. We used this index to compare and rank more than 30 developed and developing countries. We then look at the policies in these countries to identify features that lead to better index scores. We find that five broad factors can help explain